

## 2011 GPUS ANNUAL BUDGET

### BACKGROUND

Our budget and finances during the last few years have not succeeded in growing the Green Party of the United States, and as a result the GPUS has not been able to realize its full potential to help grow individual State Green Parties, support Green candidates for office, increase Green Party ballot access, etc. This must change!

The 2011 budget is different in three important ways. First, it puts forward a positive vision for success and growth, rather than hunkering down for survival and ending up shrinking GPUS even more. Secondly, it restructures the way the budget is presented, moving fundraising costs up to be deducted from revenue, and then listing expenditures for the other core categories. And third, it begins to allocate real funding for political electoral work, something that has been sorely lacking for a long time.

For the first time we also see budgets projected into the future listed beside the current budget amounts. Look at the future years to see how much we can devote to funding electoral work if we get adequate infrastructure and programs in place to build a sound fundraising program.

Building that broad-based fundraising program is the first step to the real success to capitalize on the nearly total dissatisfaction voters have registered with the status quo. But it won't happen if fundraising doesn't become *Job One for Everyone*. In the past fundraising has been done almost entirely by the staff in DC. We cannot grow and succeed without a change in that paradigm. Going forward we have to develop a culture of universal giving: *everyone giving something, no matter how small*.

There is no alternative; this is the imperative prerequisite for success. Please join in and give if you expect us to become a powerful force in American politics. And more importantly, get someone else to start giving; start a highly contagious culture of giving that propels us forward. With a new culture of universal giving we can grow and allocate more dollars to our real work of Party building and getting people elected to office! Study the budget spreadsheet. Then read the income narrative that describes a new path to successful fundraising. The expense narrative provides explanation and justification for the proposed expenditures in the budget. But remember, this is not a license to hire and spend. Fundraising comes first!

We have set a one-time special campaign goal of raising \$50,000 right away. This is necessary to be able to implement the hiring that is proposed in this budget. Time and political opportunity are wasting; this cannot wait.

As this is being written you are discussing the new fiscal policy that is in the voting queue. The fiscal policy is the cornerstone for restoring faith and trust in honoring donor intent and proper handling of earmarked funds. Vote "yes" on the fiscal policy proposal! Then vote to pass this 2011 budget! Finally, vote with your checkbook for

getting this Party out of limbo and into high gear so we can make history and save democracy in the United States of America.

#### **BUDGET DOCUMENTS**

The Case Statement (GPUS resources and needs) is at:

<http://www.gp.org/documents/budget/2011/case-statement.shtml>

The Income Narrative is at:

<http://www.gp.org/documents/budget/2011/income-narrative.shtml>

The Expense Narrative is at:

<http://www.gp.org/documents/budget/2011/expense-narrative.shtml>

GPUS Budget history can be found at:

<http://www.gp.org/documents/budget/>

#### **PROPOSAL**

The proposed 2011 Budget spreadsheet is at:

[http://www.gp.org/documents/budget/2011/2011Budget\\_](http://www.gp.org/documents/budget/2011/2011Budget_)

#### **RESOURCES**

Personnel and funds to carry out the budget priorities.

References

GPUS Fiscal Policy (amendment vote to be completed 12/13)

<http://www.gp.org/documents/rules.shtml#section5>

GPUS Monthly Treasurer Reports

<http://www.gp.org/committees/finance/treasurer/index.shtml>

GPUS Financial Statements

<http://www.gp.org/committees/finance/financials/index.htm>

GPUS Budget History

<http://www.gp.org/documents/budget>